Get your WooCommerce store perform

In speed and conversions

KINSTA

I'll talk about this today

- The importance of a fast loading website

- How to measure the website speed

- Tips for a faster WordPress website

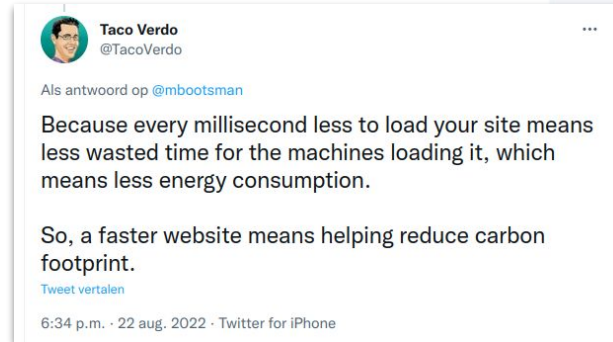- Tips for more sales on your WordPress website

- Questions

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SPEED MATTERS

The importance of a fast loading website

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Sites should load fast because:

- Visitors (clients) will love it ❤️
- Search engines use it as a ranking factor
- Conversions/sales

Taco Verdo
@TacoVerdo

Als antwoord op @mbootsman

Because every millisecond less to load your site means less wasted time for the machines loading it, which means less energy consumption.

So, a faster website means helping reduce carbon footprint.

Tweet vertalen

6:34 p.m. · 22 aug. 2022 · Twitter for iPhone

Jan Koch
@iamjankoch

Als antwoord op @mbootsman

Because your visitors have the attention span of flies

Tweet vertalen

4:46 p.m. · 22 aug. 2022 · Twitter for Android

Luc Princen
@LucP

Als antwoord op @mbootsman

Because it's the first thing your user experiences. Therefor; site optimization is part of user experience design.

Tweet vertalen

6:37 p.m. · 22 aug. 2022 · Twitter Web App
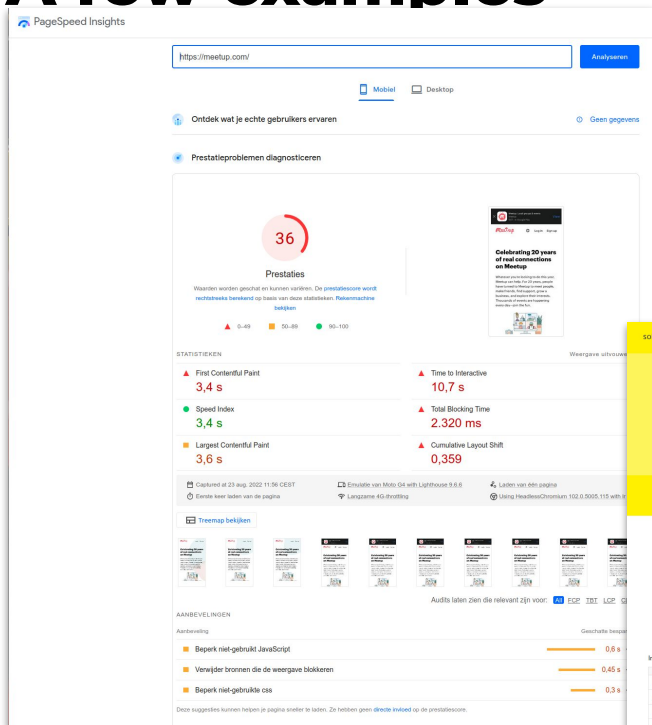
KNOWLEDGE IS POWER

How to measure the website speed

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Check your WordPress site speed

- Use one tool
- Test from multiple locations (if supported)
- Tools to use:
  - GTMetrix
  - Pagespeed Insights
  - Pingdom Website Speed Test

A few examples
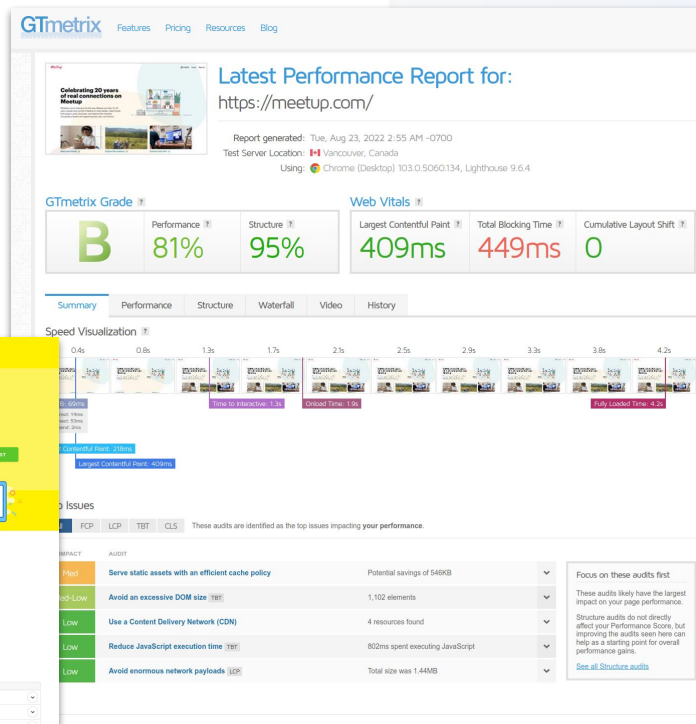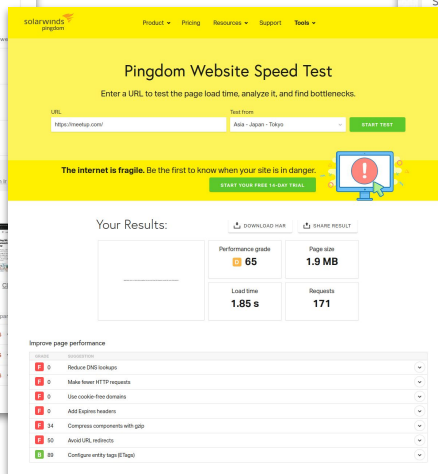
Tips for a faster WordPress website

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1. Choose the ~~right~~ best hosting

- Check reviews
- Talk to peers / industry leaders
- Test hosting with complex websites
- Review integration with current workflow / processes

2. Use caching

- **Caching at server-level**
  - Bytecode cache
  - Object cache
  - Page cache
  - CDN cache
- **Caching with a plugin**
  - WP Rocket
  - Cache Enabler
  - W3 Total Cache
- **Object cache**
  - W3 Total Cache
  - Redis
  - Memcached

| Performance grade | Page size |
| B 89 | 230.6 KB |

| Load time | Requests |
| 507 ms | 40 |

| Performance grade | Page size |
| B 89 | 230.6 KB |

| Load time | Requests |
| 351 ms | 40 |
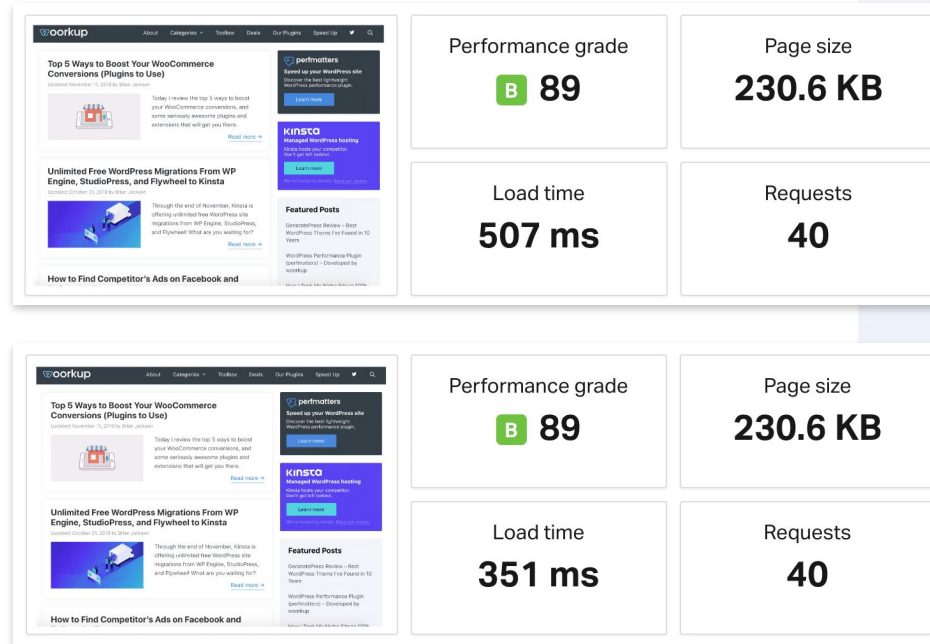
3. Optimize images

- Find balance between size and quality
- Choose the right file format (PNG/JPEG or even WEBP)
- Lossy or lossless compression
- Don't use images for decoration only

4. Use a Content Delivery Network
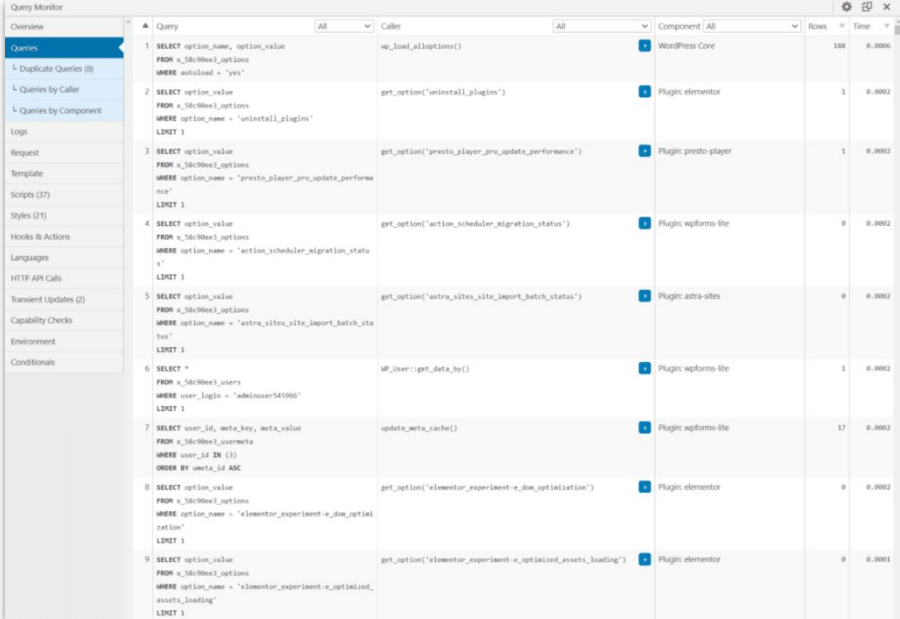
- A CDN does not replace your host

- Regular / Reverse proxy

- Serve static content

- Save bandwidth

- Improve loading speed

- Firewall features

- Some CDN providers:

  - Cloudflare

  - KeyCDN

  - Sucuri

5. Find slow plugins

- Use an APM tool like New Relic of Kinsta APM

- Query Monitor WordPress plugin

  - Database queries, including showing you queries from specific plugins
  - PHP errors
  - Memory usage
  - HTTP API calls
  - Enqueued scripts and styles
  - Hooks and actions

LET'S TALK ABOUT MONEY

Tips for more sales on your WordPress website

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1. Make it easy to find products

- Categorize your products
- Simple and clear menu structure
- Product filter
- Search function

1. Example
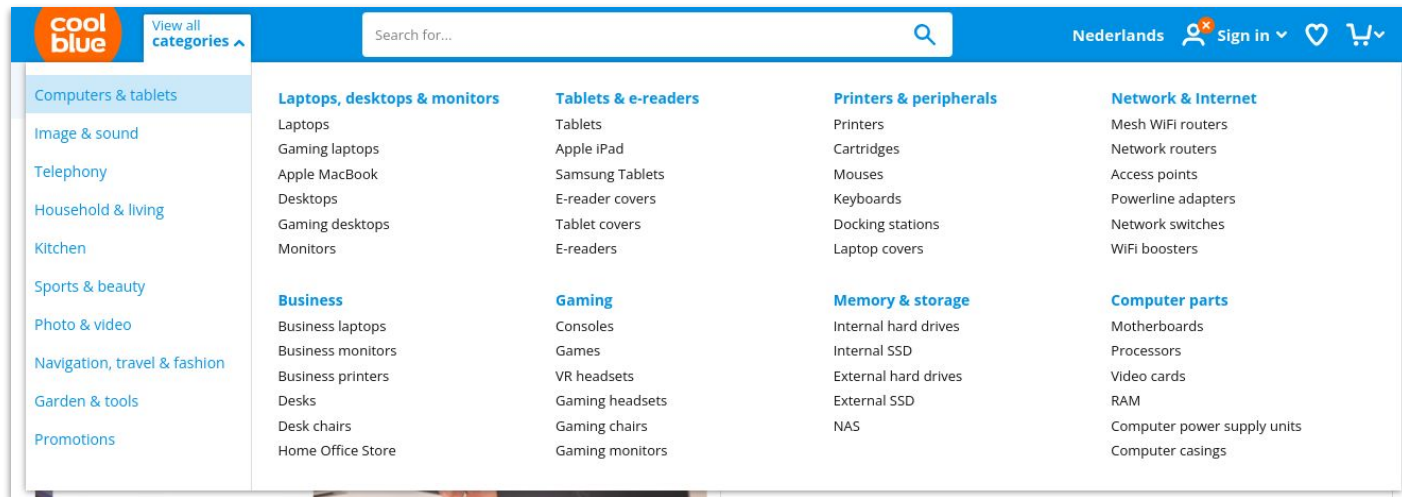
2. Use high quality images

- Your visitor wants to see what they're buying

- Use multiple angles

- If possible, show product in use

- Zoom on hover

- 360 views

- Extra: Instruction video(s)

2. Example

3. Use promotions

- Promote urgency (time/products left)
- Flash sales
- Personal recommendations
- Popular products
- Multi purchase deals

4. Build trust

- First impression
- Publish reviews
- Be transparent
  - Organization
  - People
  - Costs (Shipping/Returns)
- Accessibility

Questions? Bring 'em on!

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Need more knowlegde?

- Check out these **free** courses:
  - [How to Speed Up Your WordPress Website](#)

  - [How to Optimize Your WooCommerce Store](#)

Thanks Zagreb WooCommerce Meetup!

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